

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 23-29, 1982 2

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	%	Share %				Duration	Day			Households (000)	%	Share %		
EVENING																			
ABC MONDAY NIGHT BASEBALL	8:30	163	MON.	A	10,920	13.4	23	191	96	HILL STREET BLUES	10:00	60	THU.	N	14,180	17.4	32	210	99
ABC MOVIE SPECIAL(S)	8:00	120	THU.	A	9,210	11.3	20	176	91	JEFFERSONS	9:30	30	SUN.	C	16,630	20.4	33	192	98
ABC NEWSBRIEF-M-F	VAR	VAR	M-F	A	11,490	14.1	25	187	95	KNOTS LANDING	10:00	60	THU.	C	8,230	10.1	18	188	99
ABC NEWSBRIEF-SAT.	9:59	01	SAT.	A	9,370	11.5	22	192	98	LAVERNE & SHIRLEY	8:30	30	TUE.	A	13,530	16.6	29	195	99
ABC NEWSBRIEF-SUN.	9:55	03	SUN.	A	11,820	14.5	23	195	98	LITTLE HOUSE-PRAIRIE	8:00	60	MON.	N	9,780	12.0	21	209	99
ABC NFL PRE SEASON FTBL(S)	8:30	185	FRI.	A	10,190	12.5	25	200	98	LOU GRANT	10:00	60	MON.	C	10,840	13.3	24	190	98
ABC SPORTS UPDATE-SAT	8:25	02	SAT.	A	10,350	12.7	25	195	98	LOVE BOAT	8:00	60	SAT.	A	10,510	12.9	26	192	98
ABC SPORTS UPDATE-SUN	8:56	02	SUN.	A	10,840	13.3	23	192	98	LOVE, SIDNEY	9:30	30	WED.	N	11,900	14.6	26	193	97
ABC WORLD NEWS TONIGHT	6:30	30	M-F	A	8,150	10.0	21	199	99	MAGNUM, P.I.	8:00	60	THU.	C	12,230	15.0	29	200	99
ABC WRLD NEWS TONIGHT-SUN	6:30	30	SUN.	A	5,710	7.0	16	161	86	M*A*S*H	9:00	30	MON.	C	19,320	23.7	38	189	99
ALICE	9:00	30	SUN.	C	15,810	19.4	32	190	97	MCCLAIN'S LAW	10:00	60	TUE.	N	7,500	9.2	17	168	94
ARCHIE BUNKER'S PLACE	8:00	30	SUN.	C	12,800	15.7	29	195	97	NBC MONDAY NIGHT MOVIES	9:00	120	MON.	N	12,140	14.9	25	191	97
BENSON	8:00	30	FRI.	A	9,050	11.1	23	176	93	NBC NEWS CAPSULE-M-F	VAR	01	M-F	N	8,230	10.1	18	164	86
BEST OF THE WEST	8:00	30	MON.	A	7,910	9.7	18	183	94	NBC NEWS CAPSULE-2-M-F	9:58	01	TU&TH	N	9,290	11.4	19	166	86
BORN TO THE WIND-3(S)	7:00	60	SUN.	N	6,280	7.7	15	200	94	NBC NEWS CAPSULE-SAT	8:58	01	SAT.	N	6,760	8.3	16	133	74
BRET MAVERICK	9:00	60	TUE.	N	7,010	8.6	14	172	92	NBC NEWS CAPSULE-SUN	8:58	01	SUN.	N	10,190	12.5	21	171	90
CBS EVENING NEWS-RATHER	6:30	30	M-F	C	9,620	11.8	24	201	99	NBC NIGHTLY NEWS-SAT.	6:30	30	SAT.	N	5,790	7.1	17	158	87
CBS EVENING NEWS-DEAN	6:50	10	SUN.	C	5,380	6.6	14	165	76	NBC NIGHTLY NEWS-SUN.	6:30	30	SUN.	N	6,360	7.8	18	167	86
CBS SAT. NEWS-SCHIEFFER	6:30	30	SAT.	C	5,540	6.8	16	151	85	NBC NIGHTLY NEWS	6:30	30	M-F	N	7,820	9.6	20	204	99
CBS SAT. NIGHT MOVIE	9:00	120	SAT.	C	11,170	13.7	26	188	94	NBC SUNDAY NIGHT MOVIE	9:00	120	SUN.	N	9,780	12.0	20	192	92
CBS TUESDAY NIGHT MOVIES	9:00	120	TUE.	C	10,110	12.4	22	180	93	NEWSBREAK-M-F	VAR	01	M-F	C	9,540	11.7	21	178	93
CBS WEDNESDAY NIGHT MOVIE	9:00	120	WED.	C	8,800	10.8	19	182	96	NEWSBREAK-SAT.	8:58	01	SAT.	C	7,420	9.1	18	190	96
CHICAGO STORY	8:00	180	FRI.	N	7,580	9.3	18	155	85	NEWSBREAK-SUN.	8:58	01	SUN.	C	12,470	15.3	26	175	94
CHIPS	8:00	60	SUN.	N	11,250	13.8	25	199	97	NFL PRE-SEAS FTBL-NBC-SAT(S)	9:00	186	SAT.	N	9,700	11.9	24	196	98
CODE RED	7:00	60	SUN.	A	7,660	9.4	19	188	96	ONE DAY AT A TIME	8:30	30	SUN.	C	12,800	15.7	27	189	96
CRONKITE'S UNIVERSE	8:00	60	TUE.	C	8,150	10.0	18	184	97	PHOENIX	8:00	60	WED.	A	10,190	12.5	23	182	95
DALLAS	9:00	60	FRI.	C	11,570	14.2	27	197	99	PRIVATE BENJAMIN	8:00	30	MON.	C	12,880	15.8	29	187	98
DIFF'RENT STROKES-SAT.	8:00	30	SAT.	N	6,850	8.4	17	131	71	QUINCY, M.E.	10:00	60	WED.	N	13,690	16.8	30	197	99
DIFF'RENT STROKES	9:00	30	THU.	N	12,310	15.1	26	186	97	REAL PEOPLE	8:00	60	WED.	N	10,110	12.4	23	203	98
DUKES OF HAZZARD	8:00	60	FRI.	C	12,060	14.8	30	198	99	SIMON & SIMON	9:00	60	THU.	C	10,350	12.7	22	188	98
DYNASTY	10:00	60	WED.	A	9,130	11.2	20	201	99	60 MINUTES	7:00	60	SUN.	C	16,710	20.5	41	206	99
EAST OF EDEN-PART I(S)	9:00	120	SAT.	A	9,700	11.9	22	198	99	THREE'S COMPANY	9:00	30	TUE.	A	17,360	21.3	36	204	99
EAST OF EDEN-PART II(S)	8:00	174	SUN.	A	11,410	14.0	24	201	99	TOO CLOSE FOR COMFORT	9:30	30	TUE.	A	17,520	21.5	36	204	99
FACTS OF LIFE	9:00	30	WED.	N	13,280	16.3	30	195	97	TRAPPER JOHN, M.D.	10:00	60	SUN.	C	14,260	17.5	31	194	98
FACTS OF LIFE SPECIAL(S)	8:30	30	SAT.	N	7,010	8.6	17	133	74	20/20	10:00	60	THU.	A	12,630	15.5	28	200	99
FALCON CREST	10:00	60	FRI.	C	10,600	13.0	26	195	99	WKRP IN CINCINNATI	8:30	30	MON.	C	16,460	20.2	35	187	98
FALL GUY	9:00	60	WED.	A	12,230	15.0	27	194	97	NUMBER OF PROGRAMS 81									
FAME	8:00	60	THU.	N	8,310	10.2	20	193	97										
FANTASTIC FUNNIES(S)	8:00	60	WED.	C	8,230	10.1	19	176	95										
FATHER MURPHY	8:00	60	TUE.	N	7,580	9.3	17	188	94										
FILTHY RICH	9:30	30	MON.	C	17,200	21.1	34	192	99										
GIMME A BREAK	9:30	30	THU.	N	13,530	16.6	28	184	97										
GNOMES(S)	8:00	60	SAT.	C	8,310	10.2	20	191	98										
HAPPY DAYS	8:00	30	TUE.	A	11,900	14.6	27	198	99										
HART TO HART	10:00	60	TUE.	A	14,020	17.2	31	200	99										

A Partial time interruption within program.

+ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 81,500,000

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Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Cvg.
	Duration	Day			Households (000)	%	Share %		
WEEKEND DAYTIME (CONT)									
IN THE NEWS- 9.26AM	9:26	03 SAT.	C	3,180	3.9	18	200	99	
IN THE NEWS-9.56AM	9:56	03 SAT.	C	4,320	5.3	23	200	99	
IN THE NEWS-11.56AM	11:56	03 SAT.	C	4,320	5.3	21	189	94	
IN THE NEWS-12.26PM	12:26	03 SAT.	C	3,910	4.8	18	174	89	
IN THE NEWS-12.56PM	12:56	03 SAT.	C	4,080	5.0	19	174	89	
IN THE NEWS- 1.26PM	1:26	03 SAT.	C	3,100	3.8	15	157	83	
IN THE NEWS-10.56AM	10:56	03 SAT.	C	4,810	5.9	24	199	98	
IN THE NEWS-11.26AM	11:26	03 SAT.	C	5,220	6.4	24	199	98	
KID SUPER POWER I	9:30	30 SAT.	N	5,130	6.3	29	191	97	
KID SUPER POWER II	10:00	30 SAT.	N	4,810	5.9	25	195	97	
KIDS ARE PEOPLE TOO I	10:30	34 SUN.	A	1,960	2.4	11	120	80	
KIDS ARE PEOPLE TOO II	11:04	26 SUN.	A	2,280	2.8	12	120	80	
KWICKY KOALA SHOW	1:00	30 SAT.	C	3,500	4.3	17	157	83	
LAVERNE AND SHIRLEY	9:30	30 SAT.	A	3,990	4.9	22	196	99	
MEET THE PRESS	12:30	30 SUN.	N	2,690	3.3	13	190	98	
NBC MAJOR LEAGUE PRE GAME	2:00	15 SAT.	N	4,240	5.2	21	204	96	
NBC MAJOR LEAGUE BASEBALL	2:15	212 SAT.	N	6,280	7.7	26	204	96	
NCAA FOOTBALL PREVIEW(S)	4:30	60 SUN.	A	4,400	5.4	15	182	93	
POPEYE/OLIVE COMEDY SHOW	8:00	30 SAT.	C	1,710	2.1	16	190	96	
RICHIE RICH/SCOOBY DOO-1	10:00	30 SAT.	A	4,890	6.0	27	194	99	
RICHIE RICH/SCOOBY DOO-2	10:30	30 SAT.	A	5,220	6.4	27	198	99	
SCHOOLHOUSE ROCK-8.26AM	8:26	04 SAT.	A	2,200	2.7	23	183	95	
SCHOOLHOUSE ROCK-8.55AM	8:55	04 SAT.	A	3,420	4.2	25	192	98	
SCHOOLHOUSE ROCK-9.25AM	9:25	04 SAT.	A	3,830	4.7	22	195	99	
SMURFS I	8:30	30 SAT.	N	4,480	5.5	36	203	99	
SMURFS II	9:00	30 SAT.	N	6,760	8.3	42	203	99	
SPACE STARS I	11:00	30 SAT.	N	3,500	4.3	17	179	91	
SPACE STARS II	11:30	30 SAT.	N	3,670	4.5	18	179	91	
SPIDER-MAN & FRIENDS	10:30	30 SAT.	N	4,730	5.8	24	198	98	
SPORTSBEAT	5:30	30 SUN.	A	4,810	5.9	15	171	91	
SPORT BILLY	12:30	30 SAT.	N	3,020	3.7	14	131	68	
ASPORTSWORLD	3:30	90 SUN.	N	3,830	4.7	13	179	92	
SUNDAY MORNING	9:00	90 SUN.	C	3,750	4.6	25	164	93	
SUPERFRIENDS	8:00	30 SAT.	A	2,120	2.6	24	183	95	
TARZAN/L.RANGER/ZORRO HR1	8:30	30 SAT.	C	2,280	2.8	17	200	99	
TARZAN/L.RANGER/ZORRO HR2	9:00	30 SAT.	C	2,930	3.6	18	200	99	
THIS WEEK-DAVID BRINKLEY	11:30	60 SUN.	A	2,690	3.3	13	184	94	
30 MINUTES	1:30	30 SAT.	C	2,200	2.7	11	163	88	
THUNDARR THE BARBARIAN	8:30	30 SAT.	A	3,100	3.8	23	192	98	
TOM AND JERRY COMEDY SHOW	12:30	30 SAT.	C	3,990	4.9	19	174	89	
TROLLKINS	12:00	30 SAT.	C	3,990	4.9	19	174	89	
WORLD SERIES OF GOLF-SAT(S)	3:00	90 SAT.	C	2,850	3.5	12	181	95	
WORLD SERIES OF GOLF-SUN(S)	3:30	200 SUN.	C	5,950	7.3	20	196	99	
NUMBER OF PROGRAMS 68									

Δ Partial time interruption within program.

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